



Dipartimento Impresa, Ambiente e Management

OrgLab

<http://www.orglab.unicas.it>

The market of rules: standard making as collective design

Francesco Virili

francesco.virili@eco.unicas.it

Università degli Studi di Cassino

Dipartimento Impresa Ambiente e Management

OrgLab

<http://www.orglab.unicas.it>

The definition of a new standard is often an extraordinarily rich process, involving dozens of relevant organizations on a global scale. Adopting an organizational view, a standard may be regarded as a special type of written rule, publicly available and often open to free adoption, in competition with alternative candidates, in a "market of rules". In this view, standard making can be seen as a form of collective rule design for the open market. Is it different from a purely technical design? This research work aims to give an answer to this question, through the empirical analysis of the IT standard "Web services architecture" collective design process.